

## NEIGHBORHOOD PLAN

### Vision

*The original Central Area Action Plan (CAAP) was completed in 1992. It told the story of trying to recover a neglected neighborhood while keeping a wary eye on the human impact those changes might bring. The new Central Area Action Plan II makes a new assumption that the neighborhood will recover, and that, as the economic tide rises, the community must provide solutions for its existing residents so they will not be left behind.*

*A good portion of that change in perspective, and the recovery of a once - beleaguered district, - must be attributed to the success of the original CAAP itself- which laid out a road map for recovery in a number of different areas. Perhaps a more important function of that plan was its ability to get the neighborhood working toward a common agenda.*

*Action Plan II is the community's vision about managing the changes that nearly all community members see on the horizon. The city's new comprehensive plan and its focus on creating special places in neighborhoods for business to flourish, for people to gather, for new residents to occupy in more sustainable ways, has provided an excellent organizing principle for the new plan.*

*Action Plan II has added depth and long-term vision to a plan that was action-oriented while benefiting from its predecessor's insistence on workable solutions.*

*Action Plan II has thrown a wider net, now gathering communities from the north of Madison, and more solidly focusing on the particular problems of the Squire Park/ Spruce Park/12th Avenue area, while still considering its core the Union and Jackson areas along 23rd Avenue. The new plan focuses more clearly on urban form, with a long-term, yet still action-oriented master plan for the Madison Miller area and an emphasis on urban design, zoning for appropriate density, streetscape improvements, and amenities at the other nodes.*

*Action Plan II envisions a vibrant multi-cultural community, proud of its African-American heritage as well as its many links to other cultures. It is a community taking pains not to shed its cultural richness as its economy*



Homer Harris Park (Photo source: Seattle Parks & Recreation)

*and opportunity grow. Physically it is pictured as a series of unique individual urban villages and neighborhood magnets linked together in a common economy and a shared destiny. It is a community that cares about its youth, and about itself, and that sees an enormous virtue in joint community participation in decisions of consequence. And it is a community that is prepared to take a back seat to no other community in terms of access to capital, local ownership and investment, and regional respect. The community sees itself as a critical player in the city's comprehensive development — being situated for strong, sustainable growth. It is a close-in neighborhood with affordable housing, safe streets, and a vibrant cultural, life. It aims to capture the benefits of that growth for the good of the entire community.*

*A final piece of the puzzle is insisting on access for all community members: access to capital to start and expand businesses and buy and improve homes, access to decision making on a community basis, access to the volunteer and educational assets of the entire community through partnering, and access to the information and programs that can help them in a pinch. By making sure that opportunity is spread not just for the fortunate, but for all, the Central Area Community lays out a plan for all of its members, to grow and prosper, and participate in the community and the economy for years into the future.*

### Neighborhood Plans:

[WWW.SEATTLE.GOV/NEIGHBORHOODS/NPI/PLANS](http://WWW.SEATTLE.GOV/NEIGHBORHOODS/NPI/PLANS)

### Neighborhood Status Reports:

[WWW.SEATTLE.GOV/DPD/PLANNING/NEIGHBORHOOD\\_PLANNING/STATUSREPORTS](http://WWW.SEATTLE.GOV/DPD/PLANNING/NEIGHBORHOOD_PLANNING/STATUSREPORTS)

## Key Strategies

- A. **12th Avenue/South Capitol Hill Urban Center Village Node** — Establish 12th Ave S as a thriving mixed-use residential and commercial area where 12th Ave is a “boulevard” friendly to pedestrians and bicyclists, with a strong and vital local retail and service economy that is bordered by attractive, three to five-story buildings.
- B. **Madison-Miller Neighborhood Master Plan** — Revitalize the East Madison Business District to be a local and destination shopping district that celebrates the neighborhood’s African-American history through: streetscape and street improvements; creation of an “economic opportunity area”; zoning changes; and community-based projects.
- C. **23rd and Jackson and Jackson Place** — Strengthen 23rd and Jackson and plan for the necessary street improvements, land use and zoning amendments, and desired community amenities to ensure that 23rd and Jackson remains the Central Area’s shopping focal point, and a true “urban village”.
- D. **23rd and Union: Crossroads of the Central Area** — Maintain 23rd and Union as the hub of the Central Area, both in terms of transportation systems and in becoming the gathering place for the community, by completing street improvement, zoning changes, and open space elements.
- E. **“Central Gateway”** — Addressing the 12th to 14th, Boren/Yesler/Jackson/Rainier/Dearborn Confluence - Address the confluence of Boren Avenue, Rainier Avenue, Jackson Street, Yesler Way, 12th Avenue, 14th Avenue, and south to Dearborn Street to create a “Central Gateway” that is the meeting point for four urban villages.

## Community Investment

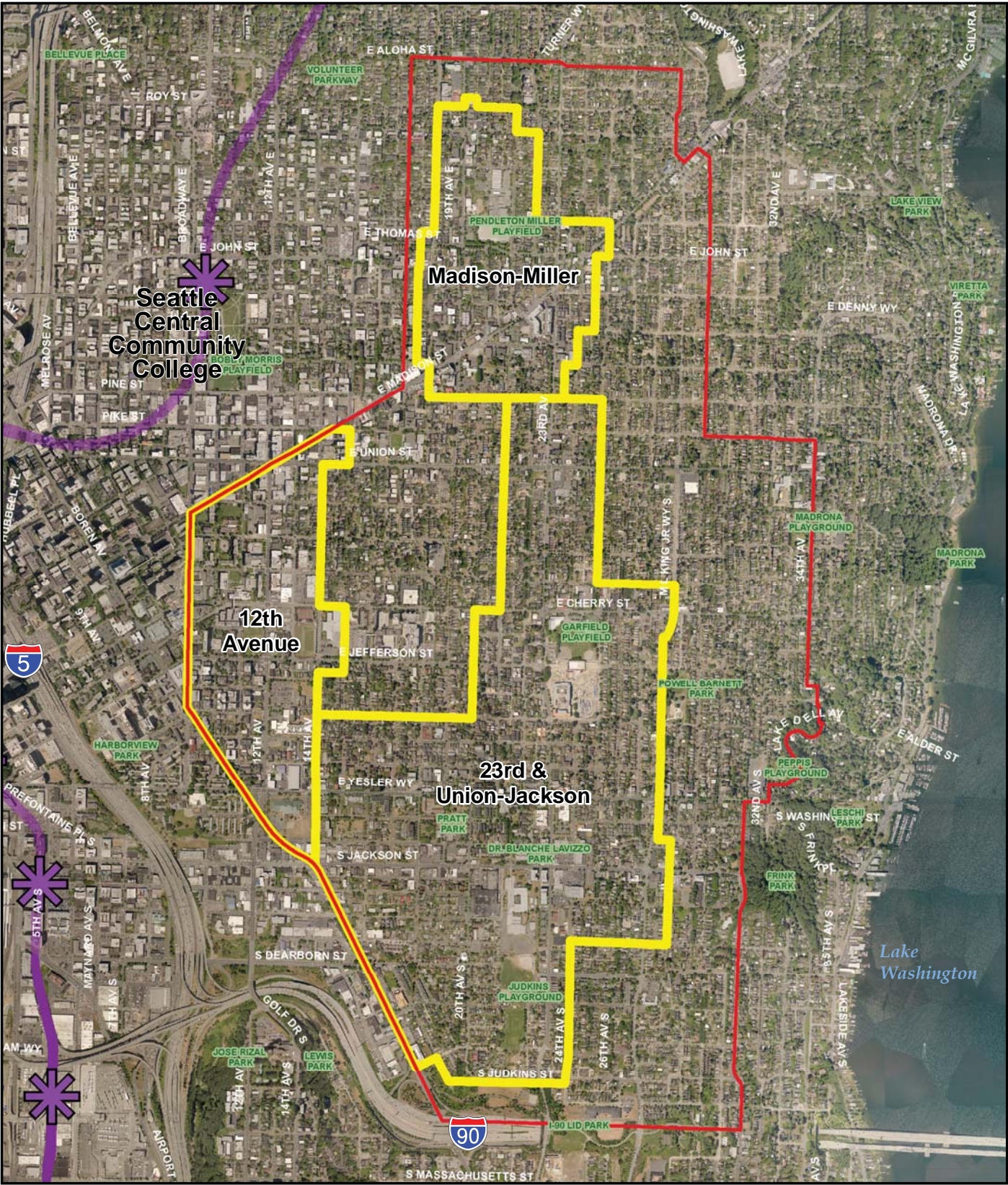
- The 2000 Pro Parks Levy included funds to acquire and develop a small park in the Central Area. An anonymous donor gave \$1.3 million to create Homer Harris Park doubling the size of the park, increase construction funding, and create a small maintenance endowment. Artist Monad Elohim created the park’s art installations after discussing his ideas with Dr. Harris. The oneness of all things and the struggles faced by African Americans-- rising from shackles and limitations to achieve freedom-- are central themes in Monad’s work, which also incorporates imagery with origins in African culture. Judith and Daniel Caldwell created the bronze donor trees, scrolls and historical plaques. TsuluWerks, Inc. designed the African American History Wall that tells the story of Dr. Homer Harris and other Seattle African American leaders.
- The City adopted an ordinance in 1999 that allocates the proceeds of the sale of urban renewal properties to the Community Equity Fund (CEF) to be used by community development corporations working in the Central Area. It has supported the Central Area Development Association (CADA) development of the Main Street project at 23rd and Main, the Welch Plaza at 23rd and Jackson, and the Squire Park Plaza at 17th and Jackson. These mixed-use projects support the vision for an urban village at 23rd Ave. S and S Jackson St.
- The Office of Economic Development has provided consultant assistance to create a Jackson Parks Business Improvement Association and to the CADA as part of the Office’s program to support Community Development Corporations.
- The Libraries for All program expanded the Douglass Truth library by 8,485 square feet. The project included: an updated collection, more room and better accessibility for the African-American Collection, a new children’s area, and more seating and computers.
- In 2006 Parks, Leajack Construction, and hundreds of Starbucks and community volunteers conducted a seven-day “makeover” of Powell Barnett Park - making improvements that would normally take months to complete. Improvements included: a new play area; plazas with BBQs areas, benches and game tables; and renovation of the playfield, restroom, basketball court, paths and entries.
- The Seattle Department of Transportation made improvements to S Jackson St. in 2006 that improved intersections and safety for pedestrians and bicycles, and repaired street pavement and sidewalks. Metro also improved several bus shelters and lighting.
- A new park located on Boren Ave. between Spruce and Fir streets is named after C. Paul Horiuchi, one of Seattle’s best known and respected artists. The new park includes stairs leading to the site from Boren Avenue, a small plaza, landscaping, and irrigation.
- Seattle Police Department East Precinct has established a mini-precinct at the southeast corner of 23rd & Union.
- The 12th Avenue Planning Committee has worked with the City to install street banners, new street lights, parking pay stations and to develop a new open space on 12th Avenue.



Douglass Truth Library  
(Photo Source: Flickr.com, goldberg)



# AERIAL MAP



## Central Area

- Urban Village
- Neighborhood Plan Area
- Aerial Photo: 2007
- LINK Light Rail
- Stations
- At-Grade / Aerial
- Tunnel

0 0.05 0.1 0.2 0.3 0.4  
Miles



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# MADISON/MILLER HOUSING & EMPLOYMENT

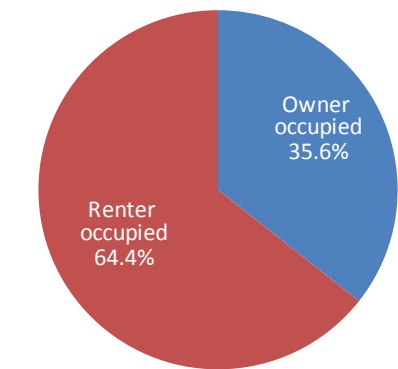
Source: 2000 Census SF-3 Block Group Estimates, except where noted. Information provided for Madison/Miller Residential Urban Village.

## Comprehensive Plan 2024 Growth Targets

Madison/ MillerSource: Comprehensive Plan	Land Area in Acres	Households (HH)				Employment (Jobs)			
		Existing (2004)	Existing Density (HH/Ac)	Growth Target	2024 Density (Est. HH/Ac.)	Existing (2002)	Existing Density (Jobs/Ac.)	Growth Target	2024 Density (Est. HH/Ac.)
		145	1,930	13	500	17	N/A	N/A	N/A

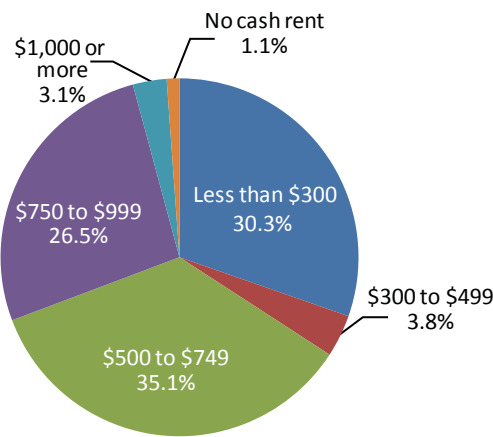
## Renter or Owner Occupied

for all occupied housing units



## Gross Rent

for specified renter-occupied units

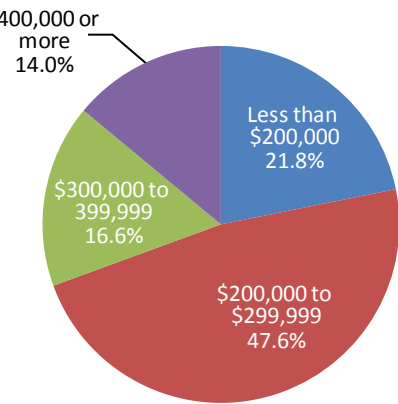


Median gross rent:  
(specified units paying  
cash rent)  
- Madison-Miller:  
\$650-\$699  
-Seattle: \$721

Note: "Gross rent"  
includes rent and costs  
for household utilities  
and fuels. Specified units  
exclude 1-family houses  
on ten or more acres

## Home Value

for specified owner-occupied units

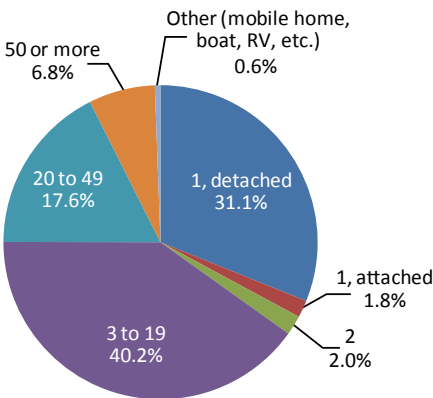


Median home value:  
-Madison-Miller:  
\$262,712  
-Seattle as a whole:  
\$259,600

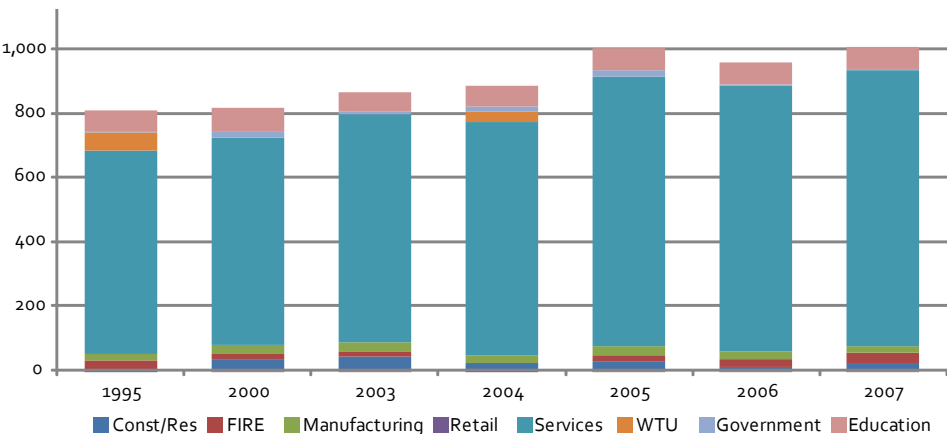
Note: "Specified  
owner-occupied units"  
exclude mobile homes,  
units (such as  
condominiums) in  
multi-unit buildings,  
and houses on ten  
or more acres.

## Number of Units in Structure

for all housing units



## 1995-2007 Employment by Sector



## Development Capacity

calculated as of 2007

Housing	1,106(units)
Commercial	294,557 (square feet)
Jobs	982

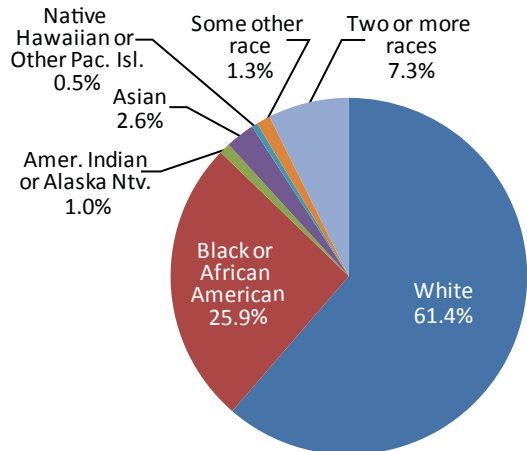
# MADISON/MILLER HOUSING & EMPLOYMENT

Source: 2000 Census SF-3 Block Group Estimates, except where noted. Information provided for Madison/Miller Residential Urban Village.

Population	2000	2007*
*estimate	1,511	1,639

## Race

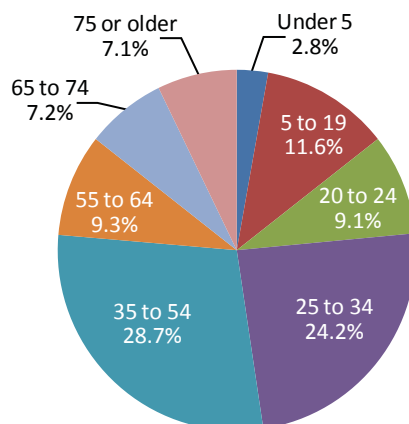
for all persons



Latino/Hispanic ethnicity  
(of any race): 4.0% of population

## Age

for all persons

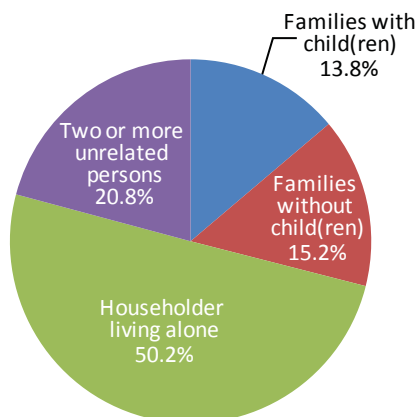


Children (<18):  
13.0% of pop.

Seniors (65+):  
14.4% of pop.

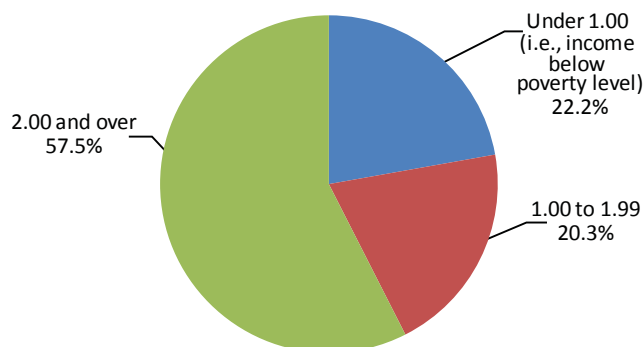
## Household Type

for all households



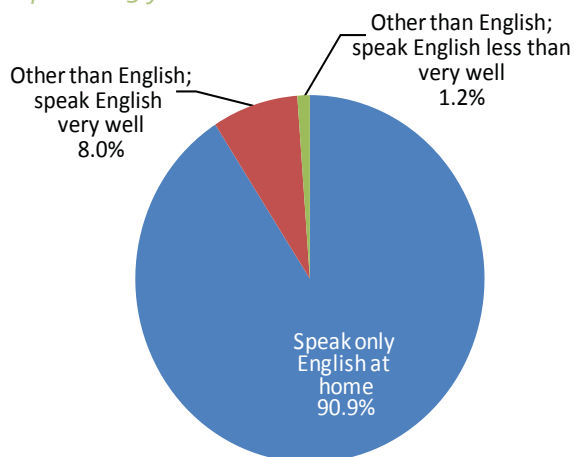
## Ratio of Income to Poverty

Persons for whom poverty status is determined



## Language Spoken at Home

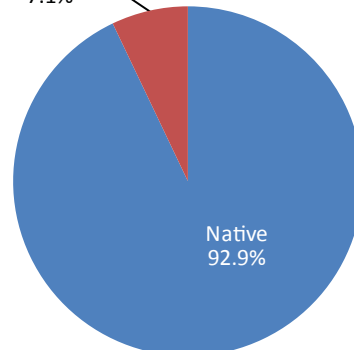
for persons 5 years and older



Total speaking language other than English at home: 9.1%

## Place of Birth

Foreign born  
7.1%



Entered U.S.  
within prior 10 years:  
45.8% of foreign born;  
3.2% of total  
population

Note: Native includes  
born in U.S.,  
Puerto Rico and  
other U.S. island areas,  
and born abroad  
to American parents

# 23RD & UNION/JACKSON HOUSING & EMPLOYMENT

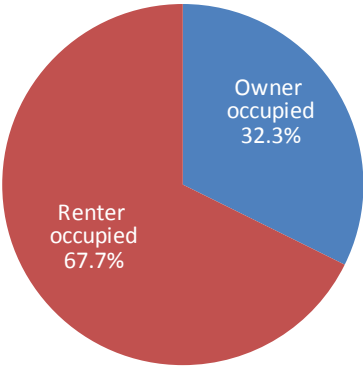
Source: 2000 Census SF-3 Block Group Estimates, except where noted. Information provided for 23rd & Union/Jackson Residential Urban Village.

## Comprehensive Plan 2024 Growth Targets

23rd & Union/ Jackson Source: Comprehensive Plan	Land Area in Acres	Households (HH)				Employment (Jobs)			
		Existing (2004)	Existing Density (HH/Ac)	Growth Target	2024 Density (Est. HH/Ac.)	Existing (2002)	Existing Density (Jobs/Ac.)	Growth Target	2024 Density (Est. HH/Ac.)
		515	3,730	7	650	9	N/A	N/A	N/A

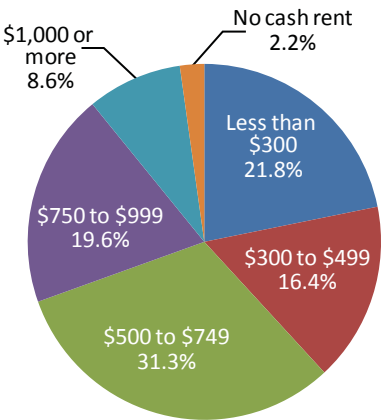
### Renter or Owner Occupied

for all occupied housing units



### Gross Rent

for specified renter-occupied units

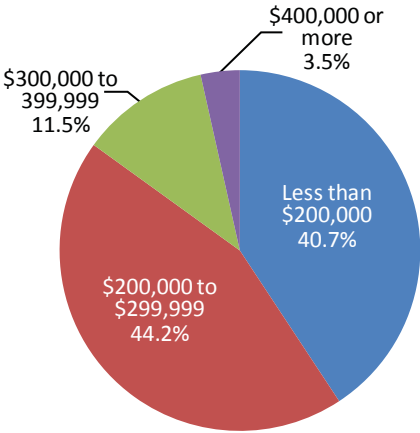


Median gross rent:  
(specified units paying  
cash rent)  
- 23rd & Union/Jackson:  
\$550-\$599  
-Seattle: \$721

Note: "Gross rent"  
includes rent and costs  
for household utilities  
and fuels. Specified units  
exclude 1-family houses  
on ten or more acres

### Home Value

for specified owner-occupied units

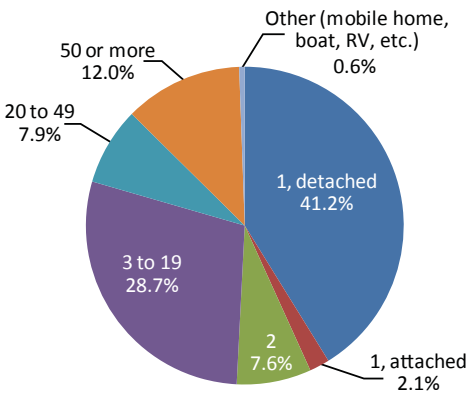


Median home value:  
-23rd & Union/Jackson:  
\$219,676  
-Seattle as a whole:  
\$259,600

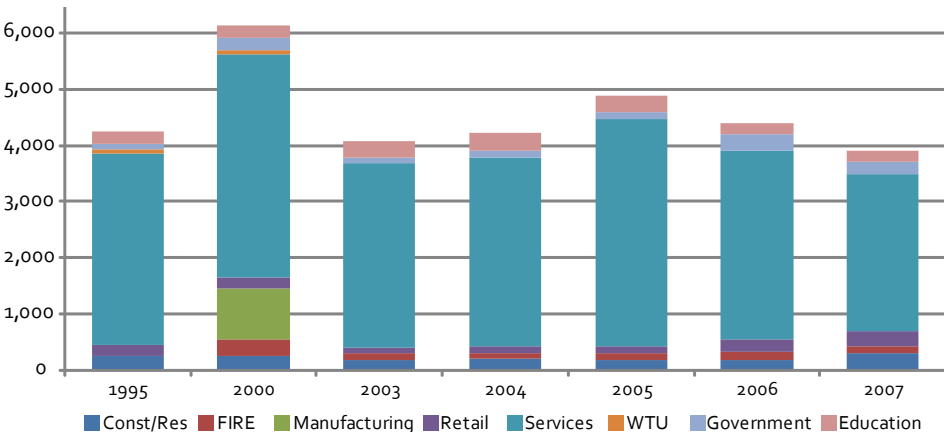
Note: "Specified  
owner-occupied units"  
exclude mobile homes,  
units (such as  
condominiums) in  
multi-unit buildings,  
and houses on ten  
or more acres.

### Number of Units in Structure

for all housing units



### 1995-2007 Employment by Sector



### Development Capacity

calculated as of 2007

Housing	2,776(units)
Commercial	657,375 (square feet)
Jobs	1,988

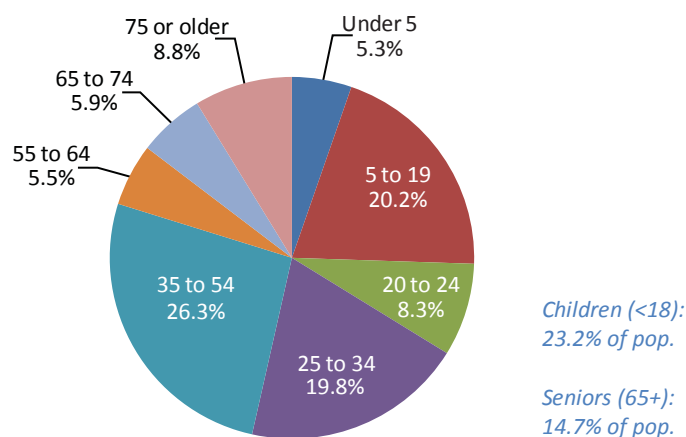
# 23RD & UNION/JACKSON HOUSING & EMPLOYMENT

Source: 2000 Census SF-3 Block Group Estimates, except where noted. Information provided for 23rd & Union/Jackson Residential Urban Village.

Population	2000	2007*
*estimate	8,296	10,003

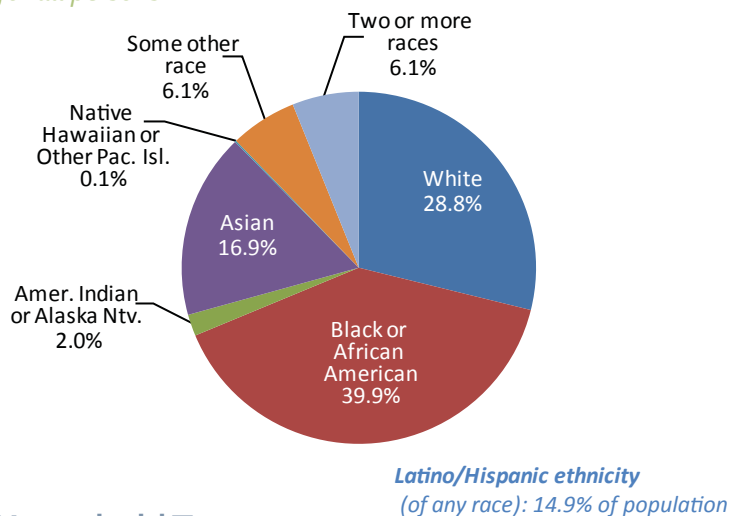
## Age

for all persons



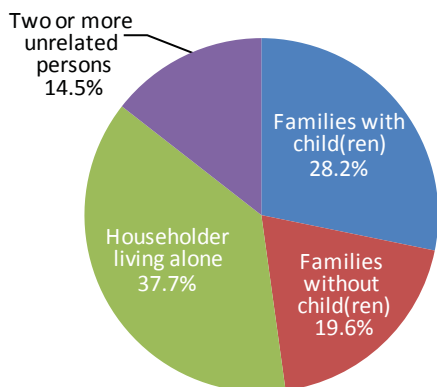
## Race

for all persons



## Household Type

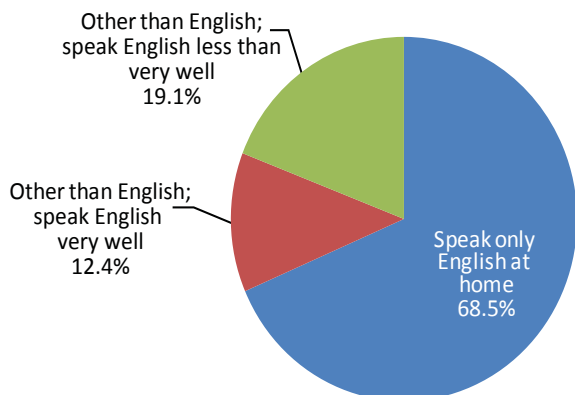
for all households



"Children" refers to related children under 18 years of age

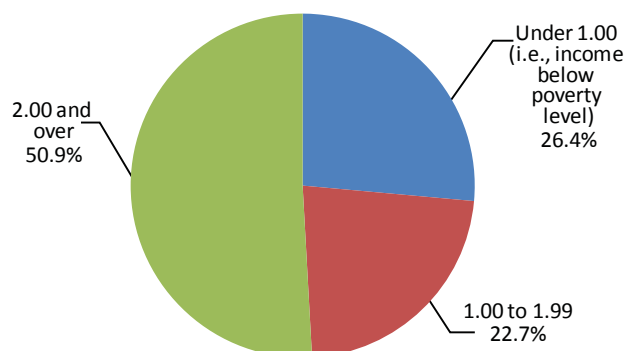
## Language Spoken at Home

for persons 5 years and older

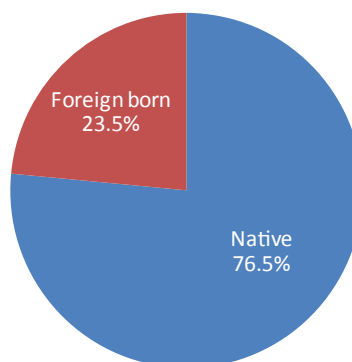


## Ratio of Income to Poverty

Persons for whom poverty status is determined



## Place of Birth



Entered U.S. within prior 10 years: 45.8% of foreign born; 10.8% of total population

Note: Native includes born in U.S., Puerto Rico and other U.S. island areas, and born abroad to American parents

# 12<sup>TH</sup> AVENUE

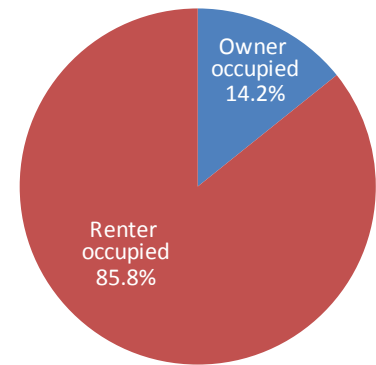
Source: 2000 Census SF-3 Block Group Estimates, except where noted. Information provided for 12th Avenue Urban Center Village.

## Comprehensive Plan 2024 Growth Targets

12th Avenue Source: Comprehensive Plan	Land Area in Acres	Households (HH)				Employment (Jobs)			
		Existing (2004)	Existing Density (HH/Ac)	Growth Target	2024 Density (Est. HH/Ac.)	Existing (2002)	Existing Density (Jobs/Ac.)	Growth Target	2024 Density (Est. HH/Ac.)
	160	1,450	9	700	13	4,040	25	700	30

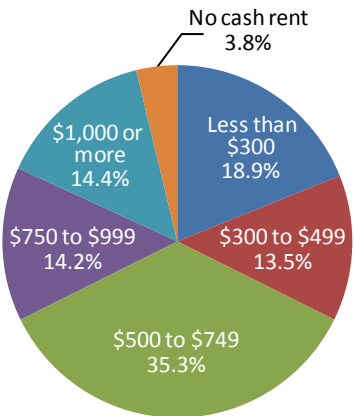
### Renter or Owner Occupied

for all occupied housing units



### Gross Rent

for specified renter-occupied units

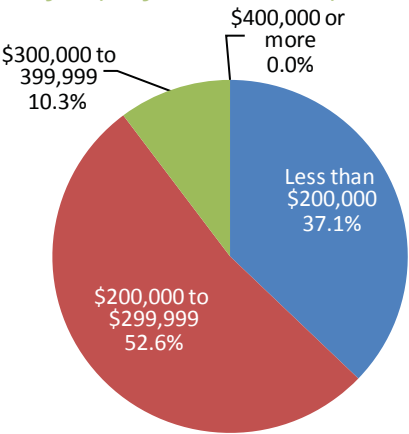


Median gross rent:  
(specified units paying cash rent)  
- 12th Avenue: \$600-\$649  
-Seattle: \$721

Note: "Gross rent" includes rent and costs for household utilities and fuels. Specified units exclude 1-family houses on ten or more acres

### Home Value

for specified owner-occupied units

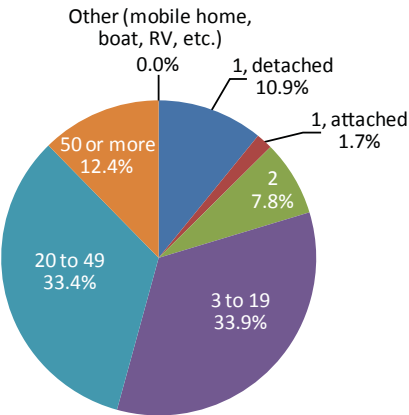


Median home value:  
-12th Avenue: \$214,444  
-Seattle as a whole: \$259,600

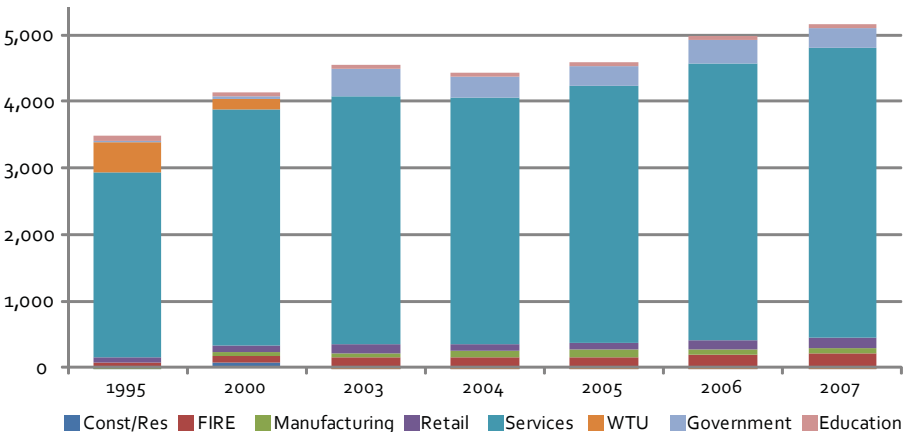
Note: "Specified owner-occupied units" exclude mobile homes, units (such as condominiums) in multi-unit buildings, and houses on ten or more acres.

### Number of Units in Structure

for all housing units



### 1995-2007 Employment by Sector



### Development Capacity

calculated as of 2007

Housing	1,380 (units)
Commercial	341,588 (square feet)
Jobs	1,139



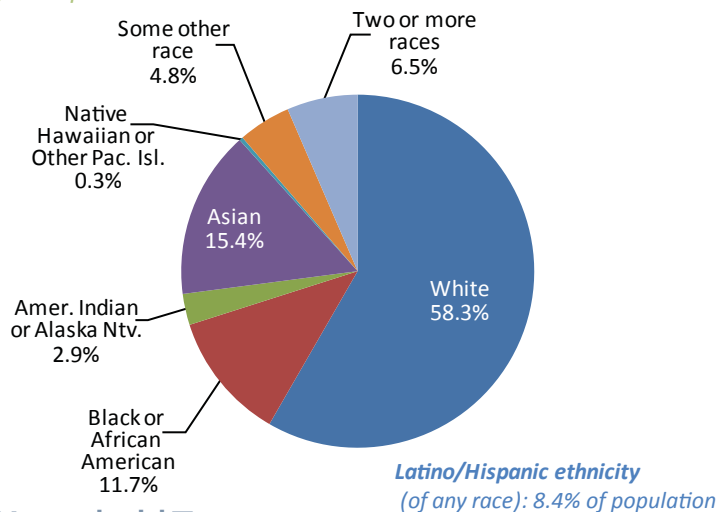
# 12<sup>TH</sup> AVENUE

Source: 2000 Census SF-3 Block Group Estimates, except where noted. Information provided for 12th Avenue Urban Center Village.

Population	2000	2007*
*estimate	4,098	4,562

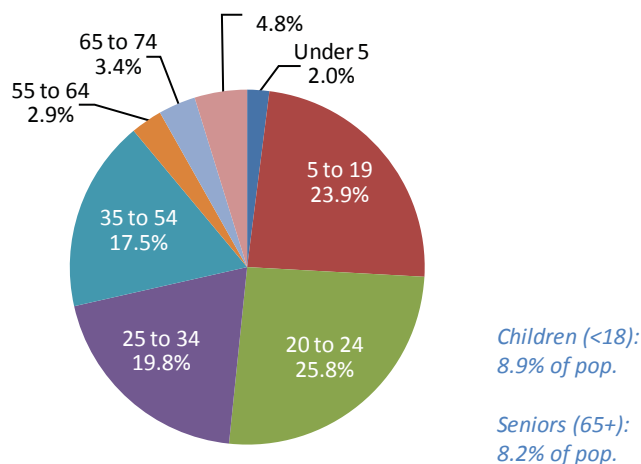
## Race

for all persons



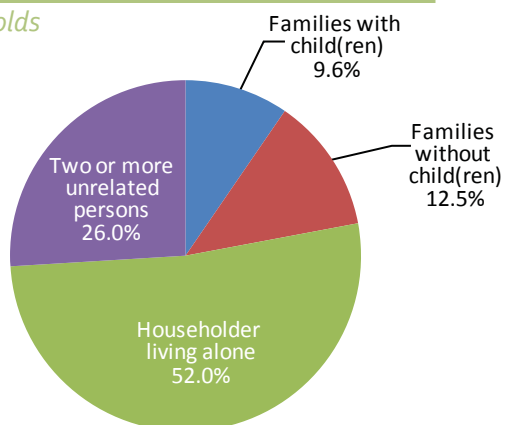
## Age

for all persons



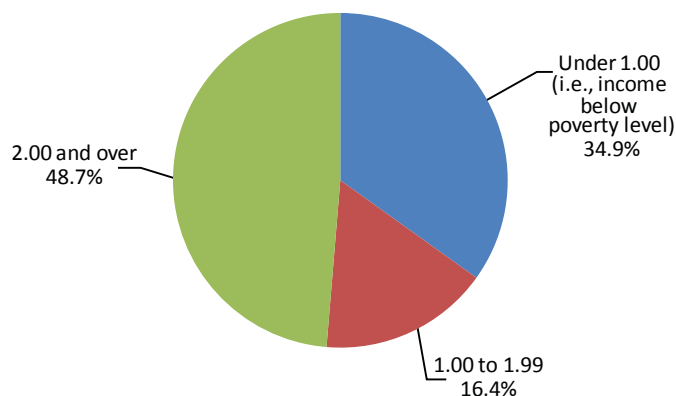
## Household Type

for all households



## Ratio of Income to Poverty

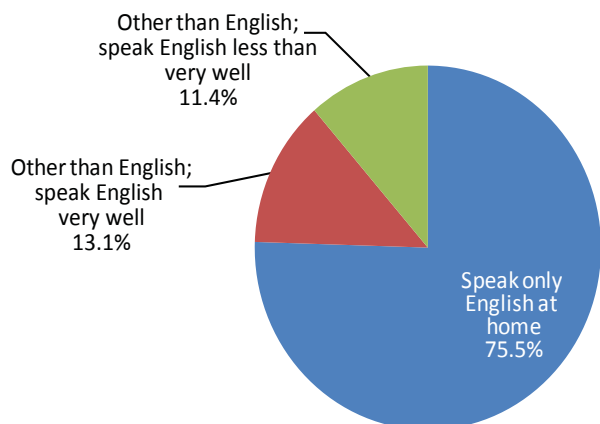
Persons for whom poverty status is determined



Note: "Children" refers to related children under 18 years of age

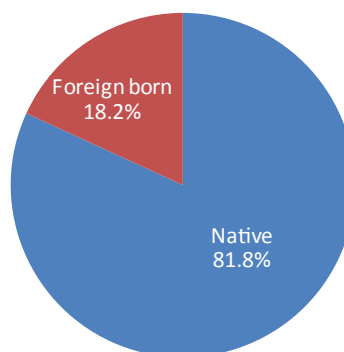
## Language Spoken at Home

for persons 5 years and older



Total speaking language other than English at home: 24.5%

## Place of Birth



Entered U.S.  
within prior 10 years:  
61.6% of foreign born;  
11.2% of total  
population

Note: Native includes  
born in U.S.,  
Puerto Rico and  
other U.S. island areas,  
and born abroad  
to American parents